WHAT IS CLAIMED IS:

1. A black pigment powder having a low value of magnetization, which comprises a composite oxide containing Fe_2TiO_4 as a main component, wherein the total amount of Fe (II) and Fe (III) is from 150 to 300 atomic % based on Ti, the ratio of the amount of Fe (II) to the total amount of Fe (II) and Fe (III) is 0.50 or more, and the L value of a coating containing the black pigment powder is 9.0 or less according to the Hoover-type muller method.

2. A black pigment powder having a low value of magnetization according to Claim 1, wherein the value of magnetization is from 0.1 to 20.0 Am^2/kg.

3. A black pigment powder having a low value of magnetization according to Claim 1 or 2, wherein the powder is coated with one or more hydrous or anhydrous inorganic oxides selected from the group consisting of silicon, aluminum, titanium, zirconium and tin.

4. A black pigment powder having a low value of magnetization according to Claim 1 or 2, wherein the powder is subjected to a hydrophobic treatment with a silicone oil and/or a coupling agent.

5. A black pigment powder having a low value of magnetization according to Claim 3, wherein the powder is subjected to a hydrophobic treatment with a silicone oil and/or a coupling agent.

6. A process for producing a black pigment powder having a low value of magnetization according to Claim 1, which comprises mixing hydrous or anhydrous titanium oxide with one or more of iron hydroxide, iron oxide and hydrous iron oxide in such an amount that the total amount of Fe (II) and Fe (III) to Ti is from 150 to 300 atomic %, calcining the mixture in an oxidizing atmosphere at a temperature of from 700 to 1100°C to form a Fe_2TiO_5 phase, and reducing the resulting product to form a Fe_2TiO_4 phase.

7. A process for producing a black pigment powder having a low value of magnetization according to Claim 6, wherein hydrous titanium oxide having a specific surface area of 200 m^2/g or more is employed as a substrate.

8. A process for producing a black pigment powder having a low value of magnetization according to Claim 6 or 7, wherein a mixed gas of hydrogen and carbon dioxide is employed as a reducing agent, and reduction is performed at a temperature of form 400 to 550°C.

9. A toner composition comprising a black pigment powder having a low value of magnetization according to Claim 1 or 2.

10. A coating comprising a black pigment powder having a low value of magnetization according to Claim 1 or 2.

11. A resin composition comprising a black pigment powder having a low value of magnetization according to Claim 1 or 2.

12. A cosmetic material comprising a black pigment powder having a low value of magnetization according to Claim 1 or 2.